

# CONTRACT



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

And:

**New Media Firm, The/ POL**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 730511 /		<u>Alt Order #</u> 06426632
<u>Product</u> AFSCME/SEIU/NEA		
<u>Contract Dates</u> 11/22/12 - 11/25/12	<u>Estimate #</u> 1939	
<u>Advertiser</u> American Federeraton of State County Munic		<u>Original Date / Revision</u> 11/20/12 / 11/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KUSA	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 430	<u>Product Code</u> 451
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KUSA	11/23/12	11/23/12	Late News (M-Su)	M-Su 10-1037p		:30				NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	----F--	1			\$2,900.00	0.00				
N 2	KUSA	11/23/12	11/23/12	9News at Noon	12p-1230p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	----F--	1			\$450.00	0.00				
N 3	KUSA	11/23/12	11/23/12	9News 4pm	4p-5p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	----F--	1			\$1,200.00	0.00				
N 4	KUSA	11/23/12	11/23/12	9News 6am	6-7am		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	----F--	1			\$2,000.00	0.00				
N 5	KUSA	11/25/12	11/25/12	9News 7a Sun	7-9a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	-----S	1			\$800.00	0.00				
D 6	KUSA	11/22/12	11/22/12	9News 5pm	5p-530p		:30				NM	0	\$0.00
N 7	KUSA	11/22/12	11/22/12	9News Daybreak 5:30a	530-6am		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	---T---	1			\$1,300.00	0.00				
D 8	KUSA	11/22/12	11/22/12	9News 6 O'CLOCK	6p-630p		:30				NM	0	\$0.00
D 9	KUSA	11/22/12	11/22/12	Today Show	7-9am		:30				NM	0	\$0.00
N 10	KUSA	11/22/12	11/22/12	Special Edition News	Special Edition Nev		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	---T---	1			\$5,000.00	0.00				
N 11	KUSA	11/22/12	11/25/12	NFL Pregame Show	NFL Pregame Sho		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/19/12	11/25/12	---T---	1			\$6,000.00	0.00				
<b>Totals</b>										0.00		8	\$19,650.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

<u>Contract / Revision</u> 730511 /		<u>Alt Order #</u> 06426632
<u>Contract Dates</u> <b>11/22/12 - 11/25/12</b>	<u>Product</u> AFSCME/SEIU/NEA	<u>Estimate #</u> <b>1939</b>
<u>Advertiser</u> <b>American Federeraton of</b>		<u>Original Date / Revision</u> 11/20/12 / 11/20/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/25/12	8	\$19,650.00	\$16,702.50
<b>Totals</b>	<b>8</b>	<b>\$19,650.00</b>	<b>\$16,702.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.